



Focus Group Script for Interviews with Community Members

Focus Group Audience: parents, moms, adults
Estimated time: 1 hour

1. Greetings
 - a. Icebreaker: Say name and either favorite movie or worst movie you've ever seen
 - b. Introductions of staff
 - c. Talk about the vending machine policy (VMP) initiative
 - d. Explain means to record the session (audio recording)
 - e. Read objectives of the session:
 - i. At the conclusion of the focus group, we will have learned from you ways to address the Vending Machine Policy with other city employees, the city council, and community members.
 - ii. At the conclusion of the focus group, the staff will have learned from you opinions that shape the Vending Machine policy initiative.
 - f. Set up ground rules
 - i. Confidentiality
 - ii. One person talks at the time
 - iii. Respect each other opinions

2. Facilitation of the Session
 - a. Who visits the Parks and Rec center in the city?
 - b. What is your opinion of the food and beverage offerings at your local Park and Rec facilities?
 - c. What is your opinion about having 50% healthy foods in vending machines? 100%?
 - d. What do you consider a healthy snack or beverage?
 - e. Do you make purchases from vending machines?
 - i. If so, what do you buy?
 - ii. Why (i.e., taste, cost, etc.)?
 - iii. What do you never buy?
 - f. What would motivate you to buy healthy snacks or drinks from a vending machine?
 - g. What kinds of healthy snacks would you buy from a vending machine?
 - h. How much would you pay for a healthy snack from a vending machine?
 - i. What don't you like about vending machines?
 - j. Where should vending machines be located?
 - k. What kind of messages would you like to hear about healthy snacks and beverages?

3. Conclusions and thanks